[ABSTRACT]

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Disclosed are a reinforcing strip for supporting a reinforced earth wall and a method for placing the same. A front end (F) of the reinforcing strip 10 is folded into halves and inserted into a reinforcing strip insertion groove 22 formed in a block 20 forming the surface of the reinforced earth wall so that the reinforcing strip 10 is directly connected to the earth wall construction block 20 without an anchor or an anchor pin, and a plurality of the reinforcing strips 10 are continuously or installed in a reinforced earth 50 in a zigzag shape, or individually buried under the reinforced earth 50. plurality of the reinforcing strips 10 are continuously installed in the reinforced earth 50 in the zigzag shape, rear ends (R) of the reinforcing strips 10 are buried under the reinforced earth 50 under the condition that the rear ends (R) are folded into halves or are erected. A folding groove 16 is formed in a central portion of the reinforcing strip in the lengthwise direction so that the central portion of the reinforcing strip 10 has a smaller thickness than other portions of the reinforcing strip 10, thereby allowing the front end to be folded into halves and inserted into the reinforcing strip insertion groove 22 of the block 20.